

NHCarePath Outreach & Education Campaign Summary 2015-16

Television

- Regions: North, south, east, west, central
- Run dates: 5/1/15 – 6/30/15, then 2 weeks per month through 6/30/16 (omitting major holidays)
- Length: 30 seconds
- Channels: Weather Channel, CNN, FoxNews, ESPN2, Lifetime, A&E, NESN, TLC, Discovery

Radio

- Regions: North, south, east, west, central
- Run dates: 5/1/15 – 6/30/15, then 2 weeks per month through 6/30/16 (omitting major holidays)
- Length: 30 seconds
- Schedules by region/station: Prime drive times with mix of weekends and evenings
 - North, central:
 - WPKQ
 - WHOM
 - South, east, west:
 - WOKQ
 - WZID

Print

- Regions: North, south, east, west, central
- Run dates: 5/1/15 – 6/30/15 (10 consecutive weekends) 1 per month through June 30, 2016,
- Size: ¼ page
- Color: Full
- Schedules by region/publication: 20 insertions per publication
 - North:
 - Carroll County Independent
 - Granite State News
 - The Berlin Reporter
 - Coos County Democrat
 - Littleton Courier
 - The Record Enterprise
 - South:
 - Union Leader
 - East:
 - Portsmouth Herald
 - West:
 - Keene Sentinel
 - Central:
 - Laconia Daily Sun
 - Concord Monitor

Direct Mail

- Regions: North, Central
- Distribution: Saturation mailing, 2 drops to residential and businesses
- In-hand dates: 5/1/15, 6/1/15
- Size: 6 x 9

Billboards

- Regions: South
- Size: 300-129N: 14' x 48'
- Location: West Side of I-293, 600' South of Exit 6, Facing North (300-129N)
- Run dates: 300-129N: 5/1/15 – 10/4/15 (5 months)

Online Banners/Pay-Per-Click

- Regions: South, east, west
- Run dates: 5/1/15 – 6/30/16
- Placement specifications:
 - Websites: high-traffic news and health related websites
 - Placement by demographics, topics/keywords, and behaviors

Partner Packets

- Distribution to ServiceLinks
 - Included: Letter; partners poster; samples of; brochure, rack card, consumer facing poster and window clings, readiness checklist
 - Packets in hand 4/22/15
 - Email follow up on 4/28/15
- Distribution to Area Agencies, Community Mental Health Centers and District Offices; internal DHHS email sent to all departments by Kelley on 4/28/15.
 - Included: Letter; partners poster; samples of; brochure, rack card, consumer facing poster and window clings
 - Packets in hand 4/28/15

Outreach Materials

- Pieces:
 - brochures
 - rack cards
 - posters: consumer facing and partner posters
 - window clings
- 1st run distribution on 4/30/15: Mental health centers, area agencies, District Offices, ServiceLinks, DCS

Press Release

- Copy, PIO to release

Social Media

- Pages & posts, PIO to post on Department sites
- Posts on NHCarePath Facebook and Twitter sites

NHCarePath Website

- Rebuilt and branded site launched on 4/29/15
- Reverse redirect: nhservicesandsupports.org will redirect to nhcarepath.org, initiated 4/29/15